

They Must Preach Wokeness

By Michael Deering

No one can serve more than Wokeness. You must hate the former and love the woke, or you will be censored and despised by others. You cannot serve wokeness and your God.

Forgive the paraphrase of Matthew 6:24 above, but in this follow-up to my original essay on Wokeness, I would like to talk about the absolute religious and fanatical insanity that wokeness demands, regardless of cost.

I contended in my essay and when speaking with Pastor Adrian Davis on the “Keeping Watch” podcast last Saturday, that wokeness is a secular religion, often replacing both common sense and traditional religious beliefs. I mentioned briefly in our discussion that when it comes to wokeness, existing models and standards are discarded and replaced - regardless of the damage that it causes, even in terms of profitability and viable economics. One can easily point to the ongoing effort to eliminate the fossil fuel industry in America and the West to see this being employed.

However, I would like to offer another example of this fact that has done more than anyone else to preach the gospel of wokeness for the purpose of conversion. Their great commission to preach wokeness has already cost them tens of billions of dollars; it has caused an exodus of multi-generational consumers from their brands; it has alienated lifelong fans of entire franchises it owns, and it is now currently in the midst of a civil war among their board of Directors.

I of course am talking about Disney, or to be precise ‘The Walt Disney Company’.

Disney is and has been the preferred platform to preach the Gospel of Woke because there is no better mechanism to convert the minds of the unconverted than to preach this gospel of wokeness via subliminal indoctrination to children. It is the same mechanism used last century in Europe where it is said that cultural Germans told the rising Nazi Party in the late 1920’s that their craziness will never be accepted by the German nation, to which Josef Goebbels is reported to have laughed and said “We already own your children”.

Likewise we see the consequences of this same technique working among our own youth that wholeheartedly embrace totalitarianism and Marxism. Our generations are owned by the religion of Woke due to the education and entertainment establishment. They are become the new Red Guard and rabidly push each tenant and doctrine of Wokeness as a moral imperative upon everyone.

Disney has been slowly steeping it’s consumers into Leftist ideals since the Clinton Administration, but since 2012, Disney has embarked on a full-on indoctrination of wokeness by inserting those doctrines into their intellectual properties and attractions. At the behest of Bob Iger, who strategically used Disney to purchase the largest and most popular franchises in the world including Marvel, Star Wars and Pixar, Disney imbues the doctrines of wokeness in their content and attractions to reach the largest audience possible.

I would assume most are familiar with the upheaval Disney had caused last year by inserting itself directly into politics by opposing the so-called Florida “Don’t Say Gay” law that forbids instruction on sexual orientation and gender identity in Florida public schools from kindergarten through third grade. The despicable effort by Disney employees and lobbying groups within Disney to block that legislation, forced former CEO Bob Chapek to acquiesce to the LGBTYQ+ mafia and engage in direct political warfare against governor Ron Desantis and the Florida State legislature. Those efforts backfired spectacularly as the Florida government not only passed the bill into law, but then stripped Disney World in Orlando of it’s ‘very special’ autonomous self-governance status. Rather than backtrack on their efforts to insert itself into politics, Disney fired it's CEO and reinstated former CEO Bob Iger who is doubling down on their political activism stating that Disney's role is to "change

the world for good" and that "Inclusion and acceptance are the core values of the (Disney) company's storytelling".

The more insidious evangelism of Wokeness is the policy of inserting those doctrines and morality into all their movies and shows. Several sources within Disney speaking in anonymity to those reporting on the entertainment world have revealed the following specific and strategic storytelling directives in Disney/Marvel/Lucasfilm content:

- All content must promote Diversity Equity and Inclusion.
- Good and Evil can no longer be portrayed in binary fashion with the exception of White Supremacy and White Colonialism.
- Heroes must be portrayed by people of color, preferably female and/or characters exhibiting marginalized group characteristics and/or LGBTYQ+ attributes.
- No characters of color or from minority communities may be depicted as villains.
- Existing characters that typify Whiteness are to be reimagined, repurposed or phased out.
- Storytelling must include specific themes related to the current world struggle against toxic masculinity, racism and systems that support a whiteness narrative.
- Content and attractions must support the narratives that will best reshape the world into a more equitable and diversified place where all feel accepted and appreciated.

While there is no direct evidence of attribution, those directives are corroborated by the content Disney has released in the last decade.

Consider that Disney has gone into remaking their animated classics such as *'Sleeping Beauty'* and *'101 Dalmatians'* and taking those characters into live action. Evil characters like Maleficent and Cruella DeVille have now been repackaged as 'misunderstood' and rebranded as 'heroines' while the 'heroes' of the animated classics, kings, soldiers and princes have been turned into evil antagonists.

These Woke directives were specifically targeted at Star Wars and Marvel movies once Disney bought them in 2012. It is reported that Lucasfilm President Kathleen Kennedy and Bob Iger were specific to instruct that Luke Skywalker had to be reimagined as a non-hero and that a woman and a person of color replace the original trilogy heroes of Princess Leia, Han Solo and Luke. Writers Lawrence and Bob Kasdan were eager to comply with that direction. Disney Star Wars upended George Lucas' entire established canon including rewriting Luke Skywalker as having quit the Galaxy to become a self-absorbed curmudgeon in exile. The fan backlash only grew worse with each successive entry in the franchise to the point the movie *Solo- A Star Wars Story* - actually LOST money in what was supposed to be a gold-mine of continuous billion-dollar movies in the franchise.

Instead of acknowledging that the woke story and content was offending fans, Disney lashed out and blamed them for the declining revenues calling them the 'Toxic Fandom'. Kathleen Kennedy openly admitted that it was decided to ignore fans who grew up with George Lucas' saga from the 1970's and 80's and push the franchise into 'new directions'. This policy was not only self-evident in the movies Lucasfilm has been releasing, but also with Disney Parks with their Galaxy's Edge and Galactic Starcruiser attractions that are devoid of any of the classic characters or locations of original films. Only material that Disney developed when it purchased the IP is seen at their parks. Declining attendance for the parks was initially blamed on the pandemic - but since things reopened fully last year - Disney Parks has actually cancelled bookings during this

coming Summer for their Starcruiser and rumors are that the attraction itself is going to close due lack of interest.

There was a bright spot with the massive success on the streaming Disney Plus platform of *The Mandalorian* TV series, but it is rumored that Kathleen Kennedy and Bob Iger were furious when Showrunners Jon Favreau and Dave Filoni ignored directives and inserted a de-aged Mark Hamill as Luke Skywalker to engage in Jedi heroics to save a baby Yoda from the forces of the Empire at the end of season 2. Sources inside Disney said that tensions nearly caused Favreau to quit as he rejected repeated demands to insert Wokeness tropes into the *Mandalorian* series. Tropes that have been inserted into other Star Wars content on Disney Plus that has driven an exodus of fans and subscribers from the service in a multiple billion dollar loss for the streaming service on Disney. The latest jab at fans is to incorporate character preferred pronouns - and Disney has suggested that Luke Skywalker and Obi-Wan Kenobi are in fact, gay.

There are also reports from insiders at Disney and some whom have said they have seen test screenings of the new *'Indiana Jones and the Dial of Destiny'* movie, and that Wokeness is about to kill off Indiana Jones. The new movie includes a time travel device that has Phoebe Waller-Bridge playing Helena, a snide back-talking woke heroine who accompanies Indiana Jones back in time to undo everything Indiana Jones has done - and effectively erase him from history so she can become a better version of Indiana Jones herself. This reportedly in a bid to create a new franchise with a female lead. There are reports that the reviews from test screenings were so bad, that a new ending is being filmed and major portions of the film itself are being re-edited at the behest of investors and the board of directors. This was accidentally confirmed by Composer John Williams who stated during a concert last month in Italy that he is writing new music for a new ending.

The phrase "Go Woke, Go Broke" is manifesting itself in the financial woes Disney is currently suffering. But they are indifferent to the backlash and lost revenue because it is the religion of woke that motivates and inspires its leadership and employees, not profitability or consumer satisfaction.

The Marvel property has suffered the same fate as Star Wars. After the massive success of the *Avengers Infinity War* saga that culminated in *Endgame* in 2015, gone are heroes Captain America and Iron Man. A black character has replaced the World War II hero and Tony Stark was killed off in the last movie. Like Star Wars, Marvel shows on Disney Plus also engage in incorporating wokeness into content. Shows like *Miss Marvel* and *She Hulk* not only deviated from their comic book source material, but became their own vehicles to push the most extreme forms of wokeness on the audience that crashed viewership and ratings. Rather than correct-course and go back to the formulas of success, Disney and Marvel have said they intend to double-down on the same kind of devices that are leading to declining ticket sales for Marvel movies and subscribers to Disney Plus.

Disney animation and Pixar, once sure bets of billion dollar ticket sales in their kid-centric animated fare, has suffered massive losses as movies like *Lightyear*, *Strange World* and *Big Red* pushed the homosexual/transgender agenda by including overtly gay characters into their stories. Families stayed away in droves, let their merchandise gather dust on store pegs and instead flocked to see animated movies from other studios like Dreamworks' *Minions The rise of Gru* and *Puss In Boots - The Last Wish*. Statistics show that *Minions* has sold more than 40 million tickets worldwide while *Lightyear* has barely touched 13 million. Rather than objectively recognizing that audiences are not interested in being indoctrinated with Wokeness, Disney has decided to continue to push it's DEI offerings.

The latest Woke outrage was shoved into the face of kids with the Generation Z reboot of the 2005 series *'The Proud Family'*. Critical Race Theory and the 1619 Project's agenda was front and center in a recent episode that had all the characters rapping about white supremacy, slavery and the demand for reparations from white people. It even declared that Abraham Lincoln did not liberate the nation from slavery, and that if black people want to be free - "we have to take it from white people". This is a show targeting 6-9 year olds and the backlash has not deterred them from the outrage of parents - citing recent school board meetings opposing CRT as 'white supremacy and extremism'.

But then Disney is not the only business that will double down on stupidity. *Velma*, a vile sexually perverted animated show on HBO Max that remakes the Scooby Doo cartoon and casts Velma as a black lesbian, Daphne as an Asian bisexual, Shaggy as a black drug pusher and Fred as an abject imbecile because he is White uses every aspect of wokeness in the show. “*Velma*” is the lowest rated animated series of all time garnering vicious reviews and being virulently despised by fans, critics and everyone in between. This has not deterred show runner and writer Mindy Kaling, the rest of the woke crowd and HBO - to rethink insulting everyone who reveres the original show. Despite the massive loss in revenues, audience and revenue, HBO has green-lit season 2 to begin production.

The point here is that Wokeness does not care about profitability or success. It only cares about inserting itself into everything, regardless of cost. It acts just like the leavening of sin that the Apostle Paul so brilliantly uses as an allegory of how evil infiltrates and corrupts all it touches.

Of Course It Makes No Business Sense.

Businesses that decide to cater to woke, might initially do so in order to virtue signal their compliance to their younger market demographics. Over time, companies that continue to push Wokeness after other companies jettison what is obviously corrosive to their bottom line, no longer care about profits or losing money. The very notion seems impossible and odd, but only if you are measuring it with how things used to be even up to just a few years ago. Wokeness has been successfully used to destroy the existing business model, ESG metric applications are a case-in-point. They limit and restrict the entire target market of a company’s customers to only those who are societally compliant with Social Justice. Such a policy destroys the actual available customer base and any possibility of profitability.

So why would a business or industry commit suicide by engaging in policies that limit, alienate and destroy their customer base? Well, the quick answer to that is that it has to do with Fascism. The real kind. The kind that Benito Mussolini invented in the 1920’s in Italy. The merging of crony corporatism with government corruption and enforcement to establish societal conformity and allegiance. Ultimately only those connected to government will survive and prosper and their income streams will come from the people that government taxes. I contend this is already in application. Ask yourself how it is that the mainstream press can continue to operate after losing massive amounts of advertisers, audience and subscribers? Answer: because government alphabets have infiltrated and already RUN most of the media. It is not about the market anymore. There is an unspoken marriage of government wed to media, most of it crawling with former politicians and policy wonks from Washington. It is a state-run media in all but name and they get backdoor financing via the taxpayers and government corruption. Media is now the arm used to decide election outcomes and to shape the political narratives of the country. If you understand how many hundreds of billions of dollars are “pocketed” by politicians and their many lobbying groups and industry investors, recognize that the media is at the top of their beneficiaries in the caste hierarchy.

Wokeness helps impose this fascism upon the entire populace at a quicker pace when industry and business join government to champion social justice causes. ‘Private companies’ can then be used as proxy arms of tyranny to impose government-directed oppression. This is why business and industry no longer care about alienating their customer base. They see the future, and they are doing their part now to make sure they share in the spoils to come.

Wokeness is about making converts for the cultural revolution soon to enter it’s eradication phase. They care about preaching the Gospel of Woke to the unconverted in order to make converts to the cause of salvation through social justice and influence the American mindscape to accept the societal punishment that must be inflicted upon the heretics and heathens of Wokeness. See China 1967 or Cambodia 1975 for my historical reference of that inevitability.

All will be compliant and none left will be permitted to be different. The 'winners' of this struggle are the True Believers and those who seek to profit from such tyranny - convinced they will have a seat of power in a new political politburo.